

Fashion Calendar 1947

JANUARY

FEBRUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR

44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 10, 1947</u>			
Friday October 10 1:00 P.M.- 1:30 P.M.	FASHION SHOWING BY TELEVISION Showing of an Omar Kiam evening gown over the "Eye for Fashion" television program. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.	SWIFT & COMPANY	WNBT CHANNEL 4
Beginning Friday October 10	CUSTOM ORDER FASHIONS FOR WINTER Showings of made-to-order originals in dresses and suits by Helen de Huene, 3:00 P.M. to 6:00 P.M. daily.	HELEN DE HUENE	21 EAST 57TH STREET SALON
Friday October 10- October 18	19TH AND 20TH CENTURY STOCKINGS ON DISPLAY Openwork black hose worn by George IV in 1826; examples of lisles, silks, cottons, hand-knits, in ribbed, clocked, embroidered, sequinned and lacy-weave variations; stockings long and very short; pale, dark and high colored. Open to public. Contact: Dorothy Tyrolier, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday October 10- October 23	PARIS FASHION FLIGHT FOR INVITED PRESS Original San Francisco fashions will be shown in the French capital for the first time on a fashion flight to Paris, sponsored by the San Francisco Manufacturers and Wholesalers Association and the City of San Francisco. A completely representative collection of advance Spring fashions from the California market will be shown. Contact: Adolph P. Schuman (Pres. of Mfrs. and Wholesalers Assn. of San Francisco), Lilli Ann Co., 973 Market St., San Francisco, telephone: Douglas 2182.	SAN FRANCISCO MFRS. AND WHOLESALERS ASSN.	PARIS, FRANCE
October 12	COLUMBUS DAY (Sunday). Banks, post office, some other organizations will be closed on Monday, October 13.		
Beginning October 12- October 16	INFANTS' AND CHILDREN'S APPAREL CREATORS OF CALIFORNIA SPRING MARKET SHOWINGS AT LOS ANGELES, MAYFAIR HOTEL. Contact: Edmund McKanna, Exec. Director, Calif. Apparel Creators, 756 S. B'way, L.A. 14.		
<u>WEEK BEGINNING MONDAY, OCTOBER 13, 1947</u>			
Monday October 13 1:00 P.M. Luncheon	LUNCHEON SHOWING: FALL AND WINTER FURS Fall and Winter furs during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact Revillon Freres, CI. 7-7343. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	REVILLON FRERES	ST. REGIS HOTEL IRIDIUM ROOM
Postponed October 13	THE PRESS PREVIEW OF CUSTOM MADE ORIGINALS IN NEW SWISS FABRICS, ORIGINALLY SCHEDULED FOR MONDAY, OCTOBER 13, AT 3:30 P.M. HAS BEEN POSTPONED TO MONDAY, OCTOBER 20 AT 3:30 P.M. (See Page 4).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 13 4:00 P.M.- 6:00 P.M. Cocktails	MIAMI FASHION SHOW IN NEW YORK For the first time, over 30 designers from Miami will present a New York showing, introducing their first market week in N.Y. of the 1947 Resort Collections designed and made in Miami. For press and leading fabrics mills, by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER PARLORS F AND G
Monday October 13	CALIFORNIA SPRING MARKET OPENINGS California market openings in Los Angeles for Spring lines. Contact: Edmund McKanna, Exec. Dir., Cal. Apparel Creators, 756 S. B'way, L.A. 14.	LOS ANGELES COAT & SUIT MFRS. ASSN.	LOS ANGELES CALIFORNIA
Tuesday October 14 11:00 A.M.	MADE-TO-ORDER MILLINERY FASHIONS Attendance strictly by invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF-GOODMAN	5TH AVE. AT 58TH ST.
Tuesday October 14 12:15 P.M. Luncheon	DISCUSSION OF FABRICS AT LUNCHEON MEETING Subject: "Fashion Changes Are Here: Are Fabrics Meeting Them?" Speakers: Ann Mullany, Fabric Editor, Women's Wear Daily; John Gerald, Sales Promotion Director, B. Altman & Co. Chairman, Fabrics Division: Madeleine Darling. Price (including tax and tip): \$3.10 for members: \$3.50 for guests. Note change of place. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALIROOM
Tuesday October 14 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Jonai will present, during luncheon, custom-order and ready-to-wear originals, including street, evening and dinner clothes, coats and suits. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Ritz Publ.: Marion Morrison, PL. 3-4600.	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 14 4:30 P.M. Tea	PRIVATE SHOWING: CUSTOM MILLINERY & ACCESSORIES Omie Moncé will present a private showing of her Fall and Winter collection of custom-made millinery, handbags and accessories. Press and public strictly by invitation. Contact: Denise Delané, PL. 3-9629.	OMIE MONCÉ	600 MADISON AVENUE SALON
Tuesday October 14 7:30 P.M.- 9:30 P.M.	SECOND SESSION: FASHION TRAINING COURSE Subject: "Fabric Styling"--Discussion of Cottons by Mimi Blaker of Galey and Lord; Silks and Rayons by Adele Benjamin of Foreman Fabrics; Woolens by Jeanne Pierre of A.D. Juilliard. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM (711 FIFTH)
Postponed October 14	THE SHOWING OF CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS, ORIGINALLY SCHEDULED FOR TUESDAY, OCT. 14, AT 1:00 P.M. HAS BEEN POSTPONED TO TUESDAY, OCT. 21 AT 1:00 P.M. (See Page 5).		
Wednesday October 15 12:00 Noon Luncheon	DISCUSSION OF AMERICAN KNIT GLOVE WEEK Press conference to discuss detailed plans for Nat'l American Knit Glove Week (Nov. 17-22). Filene's of Boston, winner of last year's National Glove Week Competition, will show their complete campaign and results. Attendance by invitation. Contact: Claire A. Wolff, LO. 5-5978.	ASSN. OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 15 1:00 P.M. Luncheon	WINTER FASHIONS AT LUNCHEON SHOW New daytime and evening fashions for Winter, in addition to some furs. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Publicity: Nona James, VO. 5-3440. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	GUNTHER	WALDORF-ASTORIA SERT ROOM
Wednesday October 15 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOW Dillard Long will present his bridal millinery, in addition to new Fall and Winter hats. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Contact: Dillard Long, PL. 9-4852. Publicity: Florence Lanthier, EL. 5-3644.	DILLARD LONG (165 E. 48TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday October 15 2:30 P.M.	COATS AND SUITS AT FASHION SHOW Altman's will present a showing of new coats and suits. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday October 15 4:30 P.M. Cocktails	ADVANCED SPRING SHOWING FOR PRESS A brand new line of medium and better priced casual and country type misses' coats and suits will be presented by Halldon Ltd. For magazine press, by invitation only. Publicity: Dale Dilworth, PE. 6-3520.	HALLDON LTD.	500 SEVENTH AVENUE SHOWROOM
Beginning Wednesday October 15	NINETEENTH ANNUAL ADVG SURVEY COURSE Opening night of advg. course, with lectures to begin on Monday, Oct. 20. The 24 Monday lectures will be conducted each week at 7:00 P.M. by advertising authorities. Cost of course \$12.00. Contact: Advg. Women of N.Y., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Thursday October 16 11:00 A.M.	FUR FASHION SHOW FOR THE PRESS Showing of Fashions in Furs, including French models. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	M. P. PENIZEK INC.	1 WEST 57TH STREET SALON
Thursday October 16 12:15 P.M. Luncheon	MILLINERY LUNCHEON "Hats Around the Corner--Sticking Our Necks Out for 1948", illustrated with hats from the top designers. Commentator: Maud G. Moody, Millinery Editor, Women's Wear Daily. Chairman Millinery Division: Peg Fischer. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. HOTEL BILTMORE (9 ROCKEFELLER PLAZA) BALLROOM	
Thursday October 16 1:00 P.M. Luncheon	HOLIDAY MILLINERY AT LUNCHEON SHOW Cesar Rubio will present his Holiday and Winter millinery. Special make- up by Gourielli. Furs by Aronowicz. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Publicity: Leonard MacBain, PL. 5-5860. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	CESAR RUBIO	HOTEL PLAZA TERRACE ROOM
Thursday October 16 4:00 P.M. Cocktails	PRESS SHOWING: SEAMOLD BATHING SUITS SeaMolds by Flexees, bathing suits for 1948, will be presented to the press. By invitation only. Publicity: Milton Holz, CA. 5-4800.	FLEXEES INC.	417 FIFTH AVENUE 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 20 12:30 P.M. Luncheon	FIRST IN SERIES OF MILLINERY LUNCHEONS New millinery by the following members of the Millinery Creators Guild: Bernice Charles, Harryson Hats, G. Howard Hodge, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Jeanne Tete, and Vogue Hats-Garfunkel Makers. Tickets: \$7.50. For tickets, contact: Millinery Stab. Comm., CH. 4-6547. Jewelry by Castlecliff. (Publicity: Dorothy Lansing, PL. 8-3145). Press by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL PIERRE BALLROOM
Monday October 20 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Harra will present the latest fur creations during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	HARRA FURS (15 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 20 1:30 P.M. Luncheon	FASHION SHOW AND BENEFIT LUNCHEON Sydell will show her Mid-Winter and Cruise collection of custom-order fashions at a luncheon given for Busy Buddies, Inc. For information, contact: Sydell, PL. 8-0892.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Monday October 20 3:30 P.M. Tea, Cocktails	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Press preview of custom-made originals for the resort season and for special occasions in new Swiss sheer luxury fabrics. Members of the American Dressmakers Ass'n including the designers of the custom-order divisions of Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, Jay Thorpe, Milgrim, Saks Fifth Avenue, Stein & Blaine, also Farquharson and Wheelock (Herman Patrick Tappe), and other leading American designers of custom-order departments, are cooperating in this combined collection presentation. First Post-War Swiss Fabric Fashion Show to be held in the U.S.A. By invitation only. Contact: MU. 5-0238.	SWISS FABRIC GROUP; AMER. DRESSMAKERS ASSN.	HOTEL PIERRE COTILLION ROOM
October 20	RETAIL MILLINERY WEEK		
Beginning Monday October 20	OPENING OF FOGA SPRING LINES Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. FRED GREENBERG DRESS CO. Contact: Leonard W. Gandler, Executive Secretary,	FASHION ORIGINATORS' GUILD OF AMERICA JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS	INDIVIDUAL NEW YORK SHOWROOMS PARNIS-LIVINGSTON BEN REIG C.H.D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC. CH. 4-6945.
Beginning Monday October 20	CALIFORNIA FASHION PRESS WEEK Fashion editors from all over the country have been invited as guests of the California Apparel Creators for California Press Week. Attendance by invitation. Contact: Edmund McKenna, Exec. Dir., Calif. Apparel Creators, 756 South B'way, L.A.	CALIFORNIA APPAREL CREATORS	LOS ANGELES CALIFORNIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday October 21 10:00 A.M.; 1:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Dresses, suits, and dinner dresses in Diminutives (for 5'5" and under) and Martini Frocks for Spring and Resort wear to be shown at 10:00 A.M. and 1:00 P.M. daily. Contact: Jerome Silverman, ME. 3-1468.	DIMINUTIVES; MARTINI FROCKS	498 SEVENTH AVENUE SHOWROOM
Tuesday October 21 11:00 A.M.	SHOWING OF HATS BY KENETH HOPKINS Press showing of hats by Kenneth Hopkins, designed exclusively for Gunther. (This showing was originally scheduled for Monday, Oct. 6). Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE 3RD FLOOR
Tuesday October 21 12:15 P.M. Luncheon	"NEW BEAUTY FOR THE NEW LOOK" Cosmetics Luncheon--"New Beauty For The New Look, with models wearing new faces and fashions." Speaker: Evelyn Green Haynes, Beauty Editor of Vogue. Chmn., Cosmetics Division, Leonore Buehler. Price (incl. tax and tip): \$3.40 for members; \$3.75 for guests. Contact: Fashion Group, Inc., CI.7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BILTMORE HOTEL BALLROOM
Tuesday October 21 12:30 P.M. Luncheon	SECOND IN SERIES OF MILLINERY LUNCHEONS Luncheon showing by following popular priced milliners: Alba Hat Co., Brandt Millinery Co., Croyden Hats, Elizabeth Hat Co., B.J. Goldenberg, Goldson-Weber, Harry Hikand, Lesser-Lasoff, Inc., Luxor Hat Co., Walter K. Marks, Millinery Fashion Creators, Frank Palmer, Parfait Hats, David Rothman, Morris Schachter & Co., William Silverman. Tickets: \$7.50. For tickets, contact Millinery Stab. Comm., CH. 4-6547. Jewelry by Castlecliff. (Publicity: Dorothy Lansing, PL. 8-3145). Press by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL PIERRE BALLROOM
Tuesday October 21 1:00 P.M. Luncheon	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Combined showing in custom-order resort fashion originals as prepared by the members of the American Dressmakers Ass'n and other leading American designers of custom-order apparel, interpreting in fashion the rare beauty of the new fabrics from Switzerland, recently arrived in the U.S.A. For the public by invitation only. Contact: MU. 5-0238.	AMER. DRESSMAKERS ASSN.; SWISS FABRIC GROUP	HOTEL PIERRE COTILLION ROOM
Tuesday October 21 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOWING Luncheon showing of newest millinery by Laddie Northridge. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz-Carlton Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE	RITZ-CARLTON HOTEL OVAL ROOM
Beginning Tuesday October 21 3:00 P.M.; 7:45 P.M.	HOME DECORATING CLINIC Series of 6 Tuesday lectures by experts in the field of interior decoration. The first speaker will be John Normile, architect-editor of "Better Homes And Gardens", who will discuss trends in living today, and the changes that have taken place in traditional homes. Other subjects will include: "Decorating - Today and Tomorrow"; "Color and How To Use It"; "Furniture Fabrics and Floor Coverings"; "Importance of Accessories"; "Holiday Menus and Holiday Service". Enrollment for course at Kresge-Newark. Publicity: Marie R. Guthrie, MITCHELL 2-8000, Ext. 474.	KRESGE-NEWARK	REGIMENTAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 21 4:00 P.M.- 6:00 P.M. Cocktails	FACE AND BODY CONTOUR DEMONSTRATION Cocktail party for beauty and fashion press, with a special program at 5:00 P.M. by Manya Kahn, specialist in face and body contour for 15 years. Attendance by invitation. Publicity: Eleanor Rowlands, MO. 4-9292.	MANYA KAHN	53 WEST 57TH STREET STUDIO
Wednesday October 22 12:30 P.M. Luncheon	THIRD IN SERIES OF MILLINERY LUNCHEONS Presentation of hats by the following Budget Milliners during luncheon: Barbara-Bretton, Beachurst Hats, Biltmore Hat, Brae-Burn Hat, Brody & Spector, Chesterfield Hat, Abe Del Monte, Abe Fagan, Ermos Hat, Fairview Hats, Juno Hats, Lanrose Hats, Ruby Art Hats, Salfair, Stately-Made Hats. For tickets, contact Millinery Stab. Comm.: CH. 4-6547. Jewelry by Castlecliff (Publicity Dorothy Lansing, PL. 8-3145). Press by invitation. Publicity: Mary Kelly, MU. 2-2603.	MILLINERY FASHION BUR.; HOTEL PIERRE MILLINERY STAB. COMM. BALLROOM	HOTEL PIERRE BALLROOM
Wednesday October 22 1:00 P.M. Luncheon	"HATS FOR YOU" AT LUNCHEON SHOW Cavalcade of original hats by Mme. Aranka at a luncheon showing of "Hats For You". Press by invitation. Public by reservation. For reservations, contact: EL. 5-3000. Publicity: Ann Rountree, PL. 8-2966. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC. (19 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday October 22 1:30 P.M. Luncheon	MID-WINTER AND CRUISE COLLECTION Custom-order collection of Mid-Winter and Cruise fashions will be presented at luncheon. For information, contact: Sydell, PL. 8-0892.	SYDELL (666 FIFTH AVE.)	ASTOR HOTEL GRAND BALLROOM
Wednesday October 22 2:30 P.M.	SHOWING OF NEW FASHIONS FOR WOMEN Fall and Winter fashions for women will be presented by Altman's. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Postponed October 22	THE LUNCHEON SHOWING OF NEW FOX FURS, ORIGINALLY SCHEDULED FOR OCTOBER 22, HAS BEEN POSTPONED TO WEDNESDAY, NOVEMBER 5, 1:00 P.M. (See Page 8).		
Thursday October 23 12:30 P.M. Luncheon	FOURTH IN SERIES OF MILLINERY LUNCHEONS The following uptown milliners will show their hats during luncheon: Anita Andra, Braagaard, Hattie Carnegie, Chanda, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, Irene, John Frederics, Lenesta, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Sally Victor. Tickets: \$7.50. For tickets, contact Millinery Stabilization Commission: CH. 4-6547. Jewelry by Castlecliff. (Publ.: Dorothy Lansing, PL. 8-3145). Press by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY STAB. COMM.; HOTEL PIERRE MILLINERY FASHION BUR. BALLROOM	HOTEL PIERRE BALLROOM
Thursday October 23 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Knize will present custom-order fashions during luncheon. Press by invi- tation. Public by reservations, For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	KNIZE, INC. (20 EAST 56TH ST.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 23 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW BUILDING Informal opening for the press of a Frank Brothers' new building, dedicated to good taste in shoes and accessories for men and women. The entire interior of the building was styled and designed by Dorothy Draper. (This preview had originally been scheduled for Sept. 18). Publicity: Doris Newman, Dundes & Frank, LO. 3-1633.	FRANK BROTHERS	9 EAST 57TH STREET
Monday October 27 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Lange of N. Y. will present a fashion review, "Les Secrets Intimes", where highlights of his custom-made collection will be shown. Press by invitation. Public by reservation. For reservation, contact: PL.3-4500, Ext. 123. Publicity: Mary Alice Rice, CI. 6-1790.	LANGE OF NEW YORK (20 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 27 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING COLLECTION Presentation of Bellciano Spring coats and suits to the press. One of these suits, (the winner's choice) will be awarded as door prize to the holder of a lucky number. Commentator: Leonie McLaughlin. Attendance by invitation only. Publicity: William Harvey Co., LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Tuesday October 28 1:00 P.M. Luncheon	ARPAD NECESSORIES AND ANGELA ORIGINALS Luncheon showing of new costumes for daytime and evening wear, introducing a new collection of millinery by Angela. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ARPAD (689 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 28- October 31 2:30 P.M.; 8:30 P.M.	"FASHIONS OF THE TIMES"--SIXTH EDITION Sixth annual fashion show--"Fashions of the Times"--staged by the N. Y. Times daily matinee and evening. About 150 costumes from top couture and designing houses, with all proceeds for the scholarship fund of the Fashion Institute of Technology and Design. Tickets: \$1.80. Contact: Virginia Lally, N.Y.Times Promotion Dept., LA. 4-1000, Ext. 266.	NEW YORK TIMES	N.Y.TIMES HALL 240 WEST 44TH ST.
Wednesday October 29 10:30 A.M.; 2:30 P.M.	MOYEN ORIGINALS FOR RESORT, SPRING, SUMMER Sam Friedlander will introduce the new Spring silhouette of "Moyen" originals for Resort, Spring and Summer. Showings only on this day. By invitation only. Contact: Agatha Phillips, PE. 6-2663.	SAM FRIEDLANDER	HOTEL ASTOR GRAND BALLROOM
Wednesday October 29 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Rowland-Hughes, PL. 9-7758. Hotel Pierre Fashion Publ.: Florence Lanthier, EL. 5-3644.	ROWLAND-HUGHES (280 PARK AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday October 29 1:30 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Sydell will present her custom-order collection of Mid-Winter and Cruise fashions during luncheon. For information, contact, Sydell, PL.8-0892.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA JADE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 29	MOVIE: "UNDERMATING FIGURES FOR FASHIONS"	BLACKTON FIFTH AVENUE	398 FIFTH AVENUE
4:00 P.M. Cocktails	A movie in color and sound. Theme: Showing underthings coordinated in Fit, Form and Color and the latest underneath fashions in "Undermates". Film will later be presented to the public daily in their modern Figure Fashion Theatre. Attendance by invitation only. (This showing had originally been scheduled for Oct. 22.) Publicity: Albert Blackton, LO. 5-2065 or Margaret Kent, WI. 7-8843.		
Thursday October 30	FUR FASHIONS AT LUNCHEON SHOW	RITTER BROTHERS	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	Original fur fashions during luncheon. Press by invitation. Public by reservation. For reservations contact Miss Olsen, PL. 3-1740, Ext. 55. Publ.: Claire A. Wolff, LO. 5-5978. Hotel Plaza Publ.: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.		
Monday Nov. 3	PRESS SHOWING OF SPRING COLLECTION	VARDEN PETITES AND CASUALS	530 SEVENTH AVENUE SHOWROOM
12:00 Noon Luncheon	Presentation of Spring collection of Varden Petites and Casuals, to be followed by luncheon. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.		
Monday Nov. 3	MIDWINTER MILLINERY AT LUNCHEON SHOW	EMILE-GEORGE (538 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
1:00 P.M. Luncheon	Midwinter collection of hats for important occasions. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday Nov. 3- Nov. 11	FIFTY-NINTH NATIONAL HORSE SHOW		
	The 59th National Horse Show will be held at Madison Square Garden, with afternoon and evening performances from Monday, Nov. 3 to Saturday, Nov. 11. Chairman, Press Committee, Maximilian Elser, Jr. MU. 7-7837.		
Wednesday Nov. 5	"SPRING AHEAD": MILLINERY FASHION SHOW	MILLINERY DESIGNERS LEAGUE, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
12:00 Noon Luncheon	The Millinery Designers League will present--new millinery for Spring. Press by invitation. Luncheon tickets available to the trade. Price will be listed later. Producer and commentator: Edyth Thornton McLeod, WI. 2-7800.		
Wednesday Nov. 5	NEW FOX FURS AT LUNCHEON SHOWING	FOX FUR FARMERS OF NORTH AMERICA	WALDORF-ASTORIA SERT ROOM
1:00 P.M. Luncheon	Fox Fur Farmers of North America will present a fashion show of new and original designs in platinum and silver fox furs during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. (This showing had originally been scheduled for Oct. 22.) Publicity: Martha Percilla, Abbott Kimball Co., Inc., PL. 3-9600. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Nov. 5	FASHION SHOWING DURING LUNCHEON	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
1:00 P.M. Luncheon	Presentation of fashions by Russeks during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Publicity: Helen Moran, WI. 7-1900. Hotel Pierre Fashion Publicity: Florence Lanthier, PL. 5-3644.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 5 1:00 P.M. Luncheon	CLOTHES FOR WINTER AT LUNCHEON SHOW "Pearls of Little Price", featuring Macy's Little Shop collection of clothes for Winter. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2254. Ritz Carlton Fashion Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
Thursday Nov. 6 5:00 P.M.- 7:00 P.M.	RESORT AND EARLY SPRING COLLECTION Kiviette will present a showing of her early Spring and Resort fashions. <u>Attendance Strictly By Invitation, Reservation Only.</u> Contact: Francine Tackel, BR. 9-1617.	KIVIETTE	RITZ CARLTON HOTEL GRAND BALLROOM
Monday Nov. 10 8:30 P.M.	OPENING: METROPOLITAN OPERA SEASON Gala opening of the 1947-48 Metropolitan Opera Season, scheduled for 18 weeks, through March 13, 1948. Publicity: Margaret Carson, FE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.

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MUSIC...MOVIES...THEATRE

- Friday
October 10 OPENING: "ALLEGRO" MAJESTIC THEATRE 44TH ST. WEST OF B'WAY
Theatre Guild's captivating new musical by Richard Rogers and Oscar Hammerstein II, with Annamarie Dickey, Roberta Jonay, John Battles, John Conte, Kathryn Lee. Direction and Choreography: Agnes DeMille. Settings: Jo Mielziner. Costumes: Lucinda Ballard. Publ.: Joe Heidt, CO. 5-6180.
- Friday
October 10 PREMIERE: "UNCONQUERED" (Movie) RIVOLI THEATRE B'WAY & 49TH STREET
Paramount release of a Cecil B. De Mille technicolor production about the rivalry of two men for the love of a slave. Cast includes Gary Cooper, Paulette Goddard, Howard Da Silva, Boris Karloff, Ward Bond. Director: Cecil B. De Mille. Costumes: Gwen Wakeling. Publicity: Edith Stone, BR. 9-8700.
- Friday
October 10-
October 18 NEW YORK CITY OPERA NEW YORK CITY CENTER 131 WEST 55TH STREET
Oct. 10, WERTHER; Oct. 11, EUGENE ONEGIN; Oct. 12, (Mat) LA BOHEME, (Eve.) CAVALIERIA RUSTICANA, PAGLIACCI; Oct. 16, MADAMA BUTTERFLY; Oct. 17, SALOME; Oct. 18, RIGOLETTO. Contact: N. Y. City Center, CI. 6-8989.
- Wednesday
October 15 PREMIERE: "GREEN DOLPHIN STREET" (Movie) LOEW'S CRITERION, B'WAY AT 45TH
MGM's adaptation of the best-selling novel by Elizabeth Goudge, starring Lana Turner, Van Heflin, Dona Reed, Richard Hart. Producer: Carey Wilson. Director: Victor Saville. Settings: Cedric Gibbons. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Thursday
October 16 PREMIERE: "THE SWORDSMAN" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
Columbia's romantic adventure of the Scottish Highlands in technicolor. Larry Parks and Ellen Drew head cast including George Macready, Edgar Buchanan, Ray Collins, Marc Platt. Producer: Burt Kelly. Director: Joseph H. Lewis. Settings: Wilbur Menefee and Sydney Clifford. Costumes: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Monday
October 20 OPENING "MEDEA" NATIONAL THEATRE, 41ST ST. W. OF B'WAY
Robinson Jeffers' first play, a free adaptation from Euripides, dedicated to Judith Anderson who co-stars with John Gielgud and Florence Reed. The story of a barbarian woman's love for her social betters. Producer: Robert Whitehead and Oliver Rea. Director: John Gielgud. Settings: Ben Edwards. Costumes: Castillo. Publicity: Barry Hyams, MU. 3-3544.
- Tuesday
October 21 OPENING: "AN INSPECTOR CALLS", BARRYMORE THEATRE, 47TH ST. WEST OF B'WAY
Courtney Burr and Lasson Gresberg present a play by J. B. Priestly, set in a British industrial town in 1912. Starring Thomas Mitchell, cast includes Melville Cooper, Doris Lloyd, Renee Ray, John Buckmaster. Director: Sir Cedric Hardwicke. Costumes and settings: Stewart Chaney. Publicity: Phyllis Pearlman, PL. 9-6556.
- Wednesday
October 22 OPENING: "THE DRUID CIRCLE" MOROSCO THEATRE, 45TH ST. W. OF B'WAY
Alfred de Liagre, Jr. presents a drama about conflict in the life of a professor in a Wales university. Leo G. Carroll heads cast. Director: John van Druten. Costumes and settings: Stewart Chaney. Publicity: Gertrude Bromberg, PE. 6-6678.
- Wednesday
October 22 PREMIERE: "FOREVER AMBER" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Darryl F. Zanuck presentation with Linda Darnell and Cornel Wilde. Director: Otto Preminger. Producer: William Perlberg. Costumes: Renee Hubert. Publicity: Jeannette Sawyer, CO. 5-3320.